

Week of September 11

Last week, our SACSCOC compliance report found its way to Atlanta. Roni Biscoe led the university-wide effort to document our alignment with the standards of our accrediting body. Caspari Hall is simply not the same without Greg Bouck, Chris Gilson, Danny Seymour, Mark Melder, and Frank Hall skipping about joyfully as they compiled, formatted, reviewed, edited, and rewrote ad nauseam. The team put in countless hours assembling and refining the story of our collective work.

One of the great benefits of the 10-year reaffirmation process is, of course, the structured process of review and improvement of our operation. We have many, many opportunities for such improvement, and that work is already underway. We also have tremendous room to improve a number of processes and systems that will lead to a significantly easier documentation effort when our Fifth-Year Interim Report rolls around.

Vianka Miranda, our new Director of Institutional Research, and Brendan Marshall have been delving deeper into our significant enrollment increase. Their reports reveal a number of positive indicators for future growth. First, we grew in all four colleges and in every demographic. Our entering freshman population increased by more than 17%. We are serving a more diverse student body that reflects well the communities we serve. The increase in average ACT score of our incoming freshmen to 21.87 suggests they may be better prepared academically for college-level work.

Our enrollment target for Fall 2017 is 10,408 students, an 8% increase. Achieving that level of growth will require work on several fronts. First, we must redouble our retention efforts. Keeping an existing student is easier and less costly than recruiting a new student. Rising tuition coupled with uncertainty around state policy (i.e. TOPS) place increased burden and stress on our students, though. We can mitigate those effects by finding ways to reduce costs and increase financial support. Of course, our faculty have a greater impact on retention than any other factor. Providing faculty with appropriate support and working conditions is paramount.

We also have to prepare for a 1700-member freshman class in Fall 2017. Jana Lucky and her recruiting team did a fantastic job in bringing in a great pool of applicants. Their efforts combined with those of our offices of Admissions, Financial Aid, and the First Year Experience (and many others)

helped us enroll the largest freshman class since the implementation of selective admissions. We established an aggressive target, and we achieved it. That's great, but what is the fun in establishing a high bar of expectations if you do not raise it once cleared?

The Week

Sunday evening, Tonia and I joined several representatives of our National Pan-Hellenic Council organizations for a moment of remembrance and reflection on the anniversary of the 9/11 terrorist attacks. We listened to music, released balloons, and enjoyed reverent fellowship in the shadows of the Columns.

Since the first Monday of the month was Labor Day, we held our monthly Leadership Team meeting on the 12th. Here are Pam Cook's notes from the meeting (this section is long, but some of it is interesting...imagine sitting in the room...):

September 12, 2016 @ 8:30 a.m.
Leadership Team Meeting

Guest: Dana Cawthon, Regional Director, Small Business Development Center: SBDC helped flooded businesses in the Baton Rouge area. There is \$8.7 billion in loss, \$2 billion from businesses. Met with the Lt. Governor, and he asked Dana to serve on his advisory board. Shared information on the LA Start-Up Prize—an \$80,000 grant for a new business startup business.

- Chris Maggio:

- Fall 2016 enrollment is up to 9,819. Need to work on retention which is down by 1%. Commended the Recruiting staff on their leadership in bringing in a large group of new students. Also, thanked the faculty and staff for a great team effort to assist with this large enrollment.

- Students can take developmental courses to prepare for admission to Northwestern through an agreement NSU has with Northshore Technical Community College. We need to ensure that we are monitoring and providing services to these at-risk students to help them succeed.

- Financial Aid has distributed \$36 million in aid. 1500 students were chosen for verification. 1,000 have completed the process. 500 have not yet turned in requirements. Thanked the Financial Aid Office for their hard work. They have done a tremendous job with processing financial aid to our students.
- Frances Conine:
 - Currently in the middle of Demon Days—runs through September 30th.
 - This past weekend, held Sexual Misconduct workshop with a special guest speaker. All male athletes were present along with all but two teams of female athletes who were competing out of town.
 - Career Day will be held September 27st.
- Greg Burke:
 - Working on plans for basketball game against ULM to be played at the CenturyLink Center in Bossier City on December 17th this year and again in December, 2017.
 - Approximately \$84,000 has been deposited into the athletic scholarship endowment this past month.
 - Extensive work done on Turpin Stadium (not just new seating) to prepare for football season.
 - Will be providing Life Skills program for athletes.
 - Traveled to Minden to induct Jimmy Stewart into the N Club Hall of Fame as he may be unable to attend the ceremony on campus due to health concerns.
- SGA President John Pearce:
 - Allocated \$10,000 for availability to students for flood relief.
 - Elections for SGA, SAB, Mr. and Miss NSU, and Homecoming will be held September 20-21.
 - Planning to conduct voter registration drive prior to U.S. Presidential election.

- Will visit Leesville Campus on Wednesday to assess needs.
- SGA provided flags/signage for the Student Tailgating area.
- Planning to set Leadership Team Luncheon for some time in November.

- Margaret Kilcoyne:

- Impacting and engaging the community
 - o Mark your calendars for Thursday, October 20, 2016. We are hosting the 50th J. Walter Porter Forum. Corinne Hoisington and David Morgan will be our featured speakers. Corinne will present to our College of Business and Technology (COBT) students and faculty members at another session beginning around 2 p.m.
 - o At 5:30 p.m. we plan to host an event that showcases what the COBT can do for the community and our business and industry partners.
 - o Keeping with the efforts of instruction and access to technology for all kids, the students in CIS3900 are completing a Service Learning project this semester that requires them to teach the community different IT topics. We have identified several agencies (Middle Lab, E-Lab, Girl Scouts, ...) to work with. Some of them already have computer labs, but some others will need to come to our labs to work on the programming. Right now, we have a group from Rock Island Baptist Church that will attend on Tuesdays from 4:30 to 6 and then we have the Girl Scouts that will come 4 days this semester.
 - o Visit with BPCC Culinary Arts program is planned for later this month.
 - o Great Louisiana Fishing Trail—approached by Mr. Carroll Michaud to develop a prototype to scan and record fish for LDWF. We will use it as project for one of the CIS classes. We met with Lt. Governor Billy Nungesser and Robert Barham in Shreveport about this initiative.
- Engaging and retaining our students: Improved classroom environment has made a positive impact. Would like to re-

floor the entire building and paint. 24-hour lab is up and running.

➤ Recruiting and other events: Weekly updates provided by Curtis Penrod. If this growth continues, we will need another full-time PhD in accounting, another full-time PhD in finance, and another full-time PhD in general business.

- Vickie Gentry:

➤ The Council of Deans created professional development sessions for fall 2016 semester. A total of 14 professional development sessions will be delivered. The schedule will be distributed to faculty/staff by Wednesday of this week. The topics will be:

- o Purchasing Policies and Procedures (2 sessions).
- o Banner/NSU Connect Training (3 sessions).
- o Online Resources (3 sessions).
- o Financial Aid and Student Debt (3 sessions).
- o Pedagogy (3 sessions).

➤ Final day to register, make schedule changes for the fall 2016 semester was Tuesday, August 30th. However, students were requesting to add/make changes as late as Friday, September 9th, three weeks after classes began. Dr. Gentry will seek data for the students who were approved for the late changes to determine if adding late affected their academic standing. She will provide a follow-up report during the early spring semester.

➤ A report from the external evaluator for Northwestern's proposed Ed.D. in Adult Learning and Leadership was received last week. The report was thoroughly prepared, as stated by Karen Denby with the Board of Regents. Recommendations were minor and will be incorporated into the final application to the Board of Supervisors and Board of Regents. The proposed degree will be submitted as an agenda item for the October board meeting. We anticipate approval and starting coursework no later than B-term spring 2017 semester.

- Marcia Hardy:

- A Faculty Senate Executive Council meeting was held to prepare the agenda and discuss agenda items and issues provided to the council. The first regular meeting of the Faculty Senate is set for September 20th. Dr. Henderson will address the faculty senate and new senators will be introduced.
- Dr. Hardy met with Dean of Students Frances Conine—NSU committees requiring faculty or senate representatives were identified. The call for nominations will be made prior to the first faculty senate meeting.
- Jerry Pierce:
 - University Marketing and Branding:
 - o Designed t-shirts for LA Scholars' College, College of Education, and Generic NSU for 2016 year.
 - o Designed banner for Student Services Center; class registration.
 - o Designed ad for Natchitoches Times; Gridiron Preview.
 - o Updated Traditions Website (Long Purple Line).
 - o Designed Chalkboard Vinyl for Center for Inclusion and Diversity.
 - o Designed Greek Life Display Package.
 - o Produced Welcome to Turpin Stadium football video promotional.
 - o Filmed alumni testimonials in Dallas, TX.
 - o Designed web ad for Fort Polk MWR website.
 - o Produced Burke Bash Video
 - o Designed sign for Carroll Long—Café DeMon.
 - o Designed Bryant Lewis Sign for Turpin Stadium.
 - o Organized Pep Rally; video board; video at event.
 - o Shot video of White-Out game.
 - o Produced :15 commercial for Sports NOLA.
 - o Designed Banners for Turpin Stadium—home side.
 - o Designed Shreveport Airport baggage claim sign (Nursing).
 - o Designed Mall St. Vincent Sky Banner (Generic NSU).
 - o Entered an agreement with Tinseltown Shreveport and The Grand Alexandria movie theatre; SNU's 60 second commercial to be played before every showing of Star

Wars—Rogue One and Marvel's Doctor Strange (November-December).

o Management of all Social Media Channels.

➤NSU-TV:

o Video home football for NSU-TV.

o Stream and taped convocation for YouTube.

o Stream and taped fall sports media day for YouTube and NSU-TV.

o FTP footage of move-in day and football scrimmage used by area TV stations.

o FTP footage of drums to Amite High School; footage was used by stations in Shreveport, Alexandria, and Baton Rouge. Plus, made a video for Facebook to show what we did and that video was shared by over 270 people and seen by close to 40,000 people on Facebook alone.

o FTP taping of coaches and players in athletics used by TV stations.

o Media training for football team.

o Stream Faculty/Staff Luncheon.

o Tape Burke Bash.

o Student media training and conference.

o NSU-TV News tryouts.

➤Informational Services:

o Successful collaboration and promotion of Move-In Day, Welcome Week, and White-Out activities and events, which are ongoing. This included Communications, Publications, Photo Services and the Print Shop working with First Year Experience, Student Affairs, Alumni and Development, Marketing/Branding, and several other units on campus to provide photos, graphics, print materials, publicity, and social media coverage.

o Worked with academic units to publicize new programs and partnerships with industry and other institutions. Worked with Alumni and Development to publicize events and donations from external partners.

o SID staff handling preseason and early season coverage of football, volleyball, soccer, and cross

country, including producing online and printed publications. Staff worked with American Sports Network television crew preparing for and accomplishing live coverage of the September 8th home football game, with the telecast distributed nationally via DirecTV and Dish Network, and Cox Sports Television network.

➤WRAC:

o Despite weather issues, we had an excellent turnout, competition, and fun for “Life Size” battleship and log rolling at the Rec Complex pool, August 29th, as part of Demon Daze Welcome. We hosted the NSU BCM for Walleyball at the WRAC as part of Demon Daze on Thursday evening, September 1, 2016.

o The wellness area has been doing an excellent job in outreach by expanding social media avenues and providing short videos for our students and patrons concerning wellness issues and exercise technique. We are currently upgrading our fitness assessment lab in terms of the physical part as well as programming—stay tuned for some exciting things from this area!

o Our facility has been very busy every day in general. Students are very happy to see and utilize the new equipment and variety of group exercise classes we are providing. We added a class three days each week in the evening called Intense strength and toning for women only...this has been a huge hit!

o Our IM department is in full swing starting off with our first of four major sports (volleyball) which will last three weeks (while also offering a minor sport/event each week) – we have begun preparation to host the LCIRSA State IM tournament (Volleyball & Flag Football) in November. We will have 400 students from Louisiana universities on our campus and utilizing hotel and restaurants in Natchitoches.

• Dana Clawson:

➤Will have first DNP graduation this Fall. Still working with the final 3 DNP students to get them through defense.

- We have over 110 undergraduate nursing students graduating this Fall plus those who graduated in Summer plus DNP students.
 - Just completed \$1 million Rapides Foundation grant proposal.
 - First ASN class up and running in Alexandria.
 - MSN ruling—can enroll students online who are not licensed in Louisiana as long as they do not participate in clinicals in Louisiana
 - Growth.
 - Campus renovations.
 - Active Learning.
 - Appointment letters.
 - Directors continue to ask for remote access.
 - New Faculty Orientation comments.
 - University Health MOU.
 - Security.
 - Multi-parish emergency preparedness event.
- Drake Owens:
 - Held Faculty/Staff Luncheon—there were over 600 in attendance.
 - NSU vs Baylor tailgating event—over 100 in attendance.
 - NSU vs UIW tailgating event—over 250 in attendance.
 - Received major gift of \$100,000 from David Morgan to create a scholarship endowment for Tri-Sigma.
 - Finalized annual audit of NSU Foundation, Alumni Association, and Mary Gallaspy Trust.
 - Continued planning for capital fundraising campaign and upcoming fall events.
 - Continued planning for development of surrounding properties.

- Carl Jones:
 - Working on year-end processes, financial statements, etc.

- Greg Handel:
 - Stephanie Stanton will be replacing Shirley Dobson as administrative assistant in Dean's office.
 - Tutoring has been added to the Northshore agreement.
 - New Bachelor of Science in Applied Microbiology has been approved and is generating much interest.
 - Mark Melder and Bill Shaw in Criminal Justice are creating a new law enforcement class.
 - At 321, Northwestern's marching band is the largest in the state.
 - The Auditions—the manager for Cedar Point Entertainment is coming to NSU to conduct auditions because our students have represented us so well and they want more of our students for their theme parks.

- Roni Biscoe:
 - SACSCOC onsite team visit is scheduled for March 2017; Compliance Report was submitted Off-Site Committee last Friday.

- Marcus Jones:
 - Safety and Security Program Assessment team on campus this week; will visit all campuses
 - Student Union brick project is on-going.
 - Reception honoring International Students will be held on Wednesday, September 21st in the Hanchey Gallery.

- Ron Wright:
 - Banner upgrades being tested this week; will install over fall break.
 - E products coming.

- Working on MyStatus app upgrades.
 - Set up new Nursing compressed video room.
 - Improvements under way in computer lab in Watson Library.
 - Working on Northshore agreement automation.
 - Proto-type of mobile app—will be 4 to 6 weeks before up and running.
- Darlene Williams:
 - Currently have 1,203 dual enrollment students.
 - Competency-based degree program – four weeks out from launching.
 - NSU@DeRidder site moving forward.
 - Video conferencing upgrades under way.
 - Carl Perkins site visit undergoing extensive audit. They want to use our system as a model.
- Dr. Henderson:
 - With 6.4% growth this fall, and expecting 8% growth next fall, available housing is an important issue. Varnado will come back online for next fall with 180 new beds. Working with CLV on upgrades and expansion at University Columns. Expecting private development off campus.
 - State Budget: The Federal government may fund 90% of the recovery from flooding. The associated recovery-induced increase in economic activity could improve the state budget outlook. Still, we could see a 5% state budget cut at mid-year.
 - We are working to deliver on the state's TOPS commitment which is currently at 42% for the spring semester; our goal is to be at 100%.
 - Growth and retention are less about tactics and more about organizational culture: EVERY TRANSACTION WITH A STUDENT SHOULD BE TREATED AS PRECIOUS!

Next meeting scheduled for Monday, October 3, 2016 at 8:30 a.m.

Later Monday, at the invitation of John Williams, I was delighted to join faculty for the monthly School of Business (SOB) luncheon.

Monday afternoon, Davina McClain visited with me regarding the Academic Excellence portion of the developing strategic plan.

Later Monday, Louisiana Scholars' College Director Kirsten Bartles updated me on her thoughts and experiences as she gets acclimated to NSU and LSC.

Tuesday morning, Macia Hardy and Roni Biscoe met with me to discuss the strategic plan. We also talked about the work of the Faculty Senate.

Later Tuesday, a group from the University of New Orleans visited with me regarding our partnership with Campus Living Villages.

Over lunch, a group of us met with a team of consultants as part of our university-wide security assessment. Our efforts over the past year to improve our safety and security posture have been well-received. This review will help us continue to get better.

Tuesday afternoon, Steve Kauf from Sodexo introduced me to the new Sodexo district manager, Ron Guillory. Ron is a graduate of NSU.

Wednesday morning, I visited with Martha Koury and our team at the Leesville/Fort Polk Campus. I continue to be impressed with the improvements to the aesthetics of the campus, but the renewed energy and focus on student service at the site are even more impressive.

While in Leesville, Crystal Burch of Career Compass dropped by to visit with me regarding the group's work to help students plan for life beyond high school.

Back in Natchitoches, Current Sauce Editor Ashley Wolf and Managing Editor Meg Denny joined me for lunch. As we were leaving, I asked what I could expect on the front page of the soon-to-be-released new edition. The response was something akin to "hey, look at that squirrel..."

Thursday morning was the monthly employee breakfast. These opportunities for conversation and fellowship bring together parts of the organization that rarely interact. Inevitably, we learn something new about the organization and/or each other.

Later Thursday, Chief Academic Officer Vickie Gentry and I visited about a number of topics related to our academic efforts.

At lunch Friday, I was delighted to visit with 9 new faculty members. In addition to getting acquainted, we had a conversation about aspects of the university that can only be observed through fresh eyes.

Friday evening started a string of about 8 hours of football (and 11 hours of driving) for Tonia and me. On the weekend, our football teams went 1-2...

Please do not hesitate to contact me with any questions or comments.